

In this issue
we bedevil
**CHARLIE'S
ANGELS**

...barb
Barbra's
**A STAR
IS BORN**

...slip a
Mickey to
**DISNEY
WORLD**

...turn the
tables on
**POLISH
JOKES**

...and
ignore
**AMY
CARTER**



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MAD

"Summer is the time of year when there's not much on TV
...or on the girls at the beach!"—Alfred E. Neuman

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GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Afternoons 32

DON MARTIN DEPARTMENT

One Monday Afternoon In A Downtown Jewelry Store 11

One Wednesday Evening In A Restaurant Men's Room 26

Late One Friday Night On An Uptown Street Corner 48

FILM-FLAM DEPARTMENT

A MAD Look At Movie-Making 20

FONE-BONUS DEPARTMENT

Famous People's Telephone Answering Machine Messages 24

HOW MUCH IS ON FIRST? DEPARTMENT

Casey At The Talks 39

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 42

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

LOOK FOR THE "UNION" ARMY DEPARTMENT

When Members Of Our Armed Forces Join A Union 37

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragonés **

PRIVATE-EYEFULS DEPARTMENT

"Churle's Angles" (A MAD TV Satire) 43

ROCK OF AGED DEPARTMENT

"A Star's A Bomb" (A MAD Movie Satire) 4

SHOW AND SELL DEPARTMENT

MAD Products With Paired Names (That Tell What They Do) 12

SICK TRANSIT GLORIOUSLY DEPARTMENT

MAD Specialized Tours For You And Your Neurosis 30

THE JOKE'S ON U.S. DEPARTMENT

More "American Jokes" They're Telling In Poland 27

UNBECOMING ATTRACTIONS DEPARTMENT

Reality World 14

**Various Places Around The Magazine

A STAR'S
A BOMB
(Movie
Satire)
Pg. 4



MAD'S
REALITY
WORLD
PARK
Pg. 14

A MAD
LOOK AT
MOVIE-
MAKING
Pg. 20



MORE "AMERICAN
JOKES" THEY'RE
TELLING IN
POLAND
Pg. 27



CASEY
AT
THE
TALKS
Pg. 39



CHURLIE'S
ANGLES
(TV Show
Satire)
Pg. 43





MARATHON MESS

My compliments on every aspect of "Marathon Mess." Hart and Drucker aptly caught all the salient points of the movie and turned them to their usual excellent witty ends.

Daniel G. Kuttner
Los Angeles, Calif.

Hart and Drucker out-distanced the "master race"!

Jimmy Sweetzer
Sunderland, Md.

I think Dustin Hoffman was just winded after all the racing around he did in "Gall Of The President's Men".

Jeff Gwynne
Bow, N.H.

"Marathon Mess" got me in the jogular!
Donald Lindstrom
Park Ridge, N.J.

THE JAZZSLUMS

Stan Hart and Angelo Torres did a nice job on "The Jazzslums" though I don't think they're quite ready for "Roots".

David Harwitz
Philadelphia, Pa.

SOBSESSION

Larry Siegel's "Sobsession" was a "far cry" from that sad, silly, superstitious, soap opera of a screenplay. I liked it!

Bonnie Weinstein
Yonkers, N.Y.

I was truly impressed with Harry North's softer images in "Sobsession". His style provides a nice contrast to that of the other guys who draw crazy pictures for your magazine. I hope you'll continue to feature his pleasing work.

Linda Waters
Houston, Texas

JAFEE'S FOOTBALL FOLD-IN

Al Jaffee's MAD Fold-In, "Turning Midgits Back Into Giants", was unnecessary roughness. I'd like to see Jaffee meet those "midgits" in a dark huddle!

John Schatz
Beaverton, Oregon

★ OUTSELLS FARRAH POSTER!! ★

Yep, the full-color portrait of Alfred E. Neuman, MAD's "What-Me Worry?" kid —(suitable for framing or wrapping fish) outsells the Farrah Fawcett poster here at our office...because, unfortunately, we don't carry the Farrah Fawcett poster. If we did, we'd be making a buck instead of trying to peddle this majors disaster. So be a little angel, Charlie! Help us make a buck! Order Alfred today! Send—35c for one, 75c for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD, 485 Madison Avenue, N.Y., N.Y. 10022



CHILDREN OF THE NIGHT

While in the dungeon we came across a faded copy of your jaded magazine. Again, MAD showed double vision in your April '77 issue with the article entitled "If Fictional Characters Lived In The 'Real' World Of Today". We are actually real characters who live in the fictional world of today. You buried us with laughter when you incorrectly named us: "The Frankenstein Monster And Friends". In dead earnest, our correct

name is: "Children Of The Night". We are a Rock and Horror Band with the Frankenstein Monster on bass, Wolfman on drums, Igor on piano (as depicted in your illustration), Mummy on sax, Mr. Hyde on trumpet, and the Count (Dracula, not Basie) on guitar. Your magazine is closer in reality than most people suspect! No ghouling.

Children Of The Night
Glen Head, New York



SHAKESPEARE'S QUOTATIONS

"A MAD Treasury Of Shakespeare's Lesser Known Quotations" omitted a particularly profound one: *All the world's a Stage, but there's too long an Intermission between issues of MAD!*

Joanne Luskin
Woodmere, N.Y.

Referring to MAD, Shakespeare also said: *Full of stories and trash, signifying nothing!*

Dan Mulligan
Salem, Oregon

That which we call an Alfred by any other name would still be as MAD!

Steve Centonzo
Brooklyn, N.Y.

MAD GUIDE TO PARENTAL HANG-UPS

In "The MAD Guide To Parental Hang-Ups", you left out one. Parents have hang-ups about MAD magazine, because it tells about Parental Hang-Ups!

Raymond Guajardo
Del Valle, Texas

ONE DAY IN ALASKA ... AND EGYPT

Enjoyed "One Day In Alaska," but you should inform Don Martin and Don Edwing that there are no totem poles north of the Pan Handle of Alaska. Totem pole artists were Tlingit and Haida Indians.

Harvey Spencer
Cordova, Alaska

I found Don Martin's "One Day In Egypt" Pharaohly funny.

Ben Freiwald
Eureka, Calif.

DISTINCTIVE MAD EPITAPHS

"Epitaphs", by Jacobs and Clarke, was deathless poetry.

Greg Claus
Troy, N.Y.

Frank and Robert
Made a blunder;
Now they're teamed up
Six feet under.

Gary Graff
Dover, N.J.

I read a MAD
It was full of trash;
While trying to burn it
I wound up ash.

Stan Grisnik
Clairton, Pa.

"Epitaphs" was a real R.I.P.-off!

Pat Fortune
Ottawa, Ont.,
Canada

MAD CLASS CONSCIOUSNESS

I have a son who is in the Peace Corps in Korea. He is teaching Conversational English at Hyoseong Women's College in Daegu. They have a student body of about 4000. I have been sending him MAD regularly, which he uses in the classrooms to explain and compare our sense of humor to theirs. He claims they go wild over MAD. I thought you'd like to learn how MAD is helping people all over the world to understand each other better.

Mrs. Cecelia A. Laturnau
Woodsville, New Hampshire

RANSOM NOTE COVER

I made the ransom payment, as pre-arranged, at my local newsstand. The "go-between" wasn't too happy about counting all my unmarked pennies!

Allyn Rose
Tenafly, N.J.

Please bring about Althe's immediate release! Who knows what perverted and psychopathic things he'll do to his captors.

Jim Rife
Lancaster, Pa.

At last, the abduction is on the other foot! I've been a captive of MAD for years and no one has bothered to spring me.

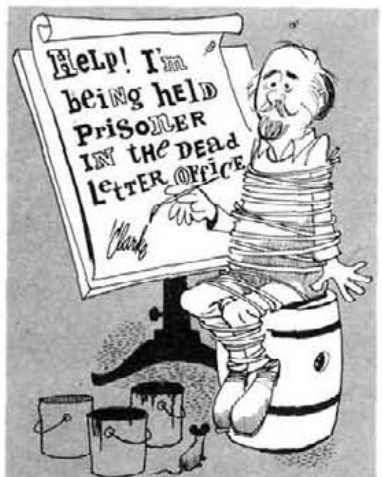
Irma Zwan
West Vancouver,
B.C., Canada

Your cover on issue #191 was catchy, but I still say, "Who wants him?"

Alan Goren
Brooklyn, N.Y.

We have Bob Clarke. If you ever want to see him in MAD again, print this letter!

Scott Gosar
Reno, Nevada



Ransom Cover Artist Hostage Bob Clarke

YOU DON'T GIVE A...

Bob Jones's work on "You Don't Give A %*#!*?" (Did I spell that right?) was very good, but don't you think MAD's about ready to spell out expletives? Percent signs and ampersands and stars seem sort of outdated nowadays. Besides, you left out %, which is one of my favorite euphemism marks, not to mention @!

Timothy O. Lane
Baldwin Park, Calif.

WE'D LIKE TO SEE THE DAY WHEN...

I hate to have to contradict you, but you made a mistake in "We'd Like To See The Day When...": Politicians who break the law are treated like any other crooks! Their life sentences last a few months, "like any other crooks."

F. Soudee
Washington, D.C.

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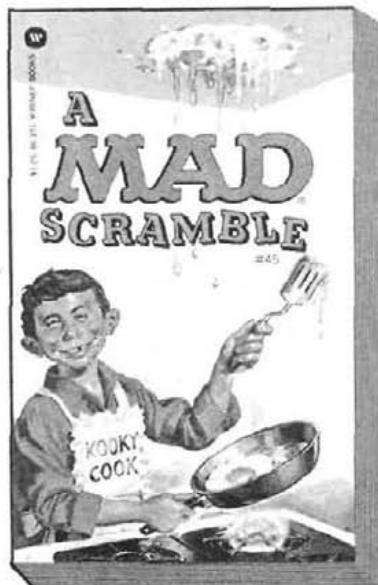
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- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ DON MARTIN's Captain Klutz
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- ☐ DON MARTIN Comes On Strong
- ☐ DON MARTIN Carries On
- ☐ DON MARTIN Steps Further Out
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- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-Vortising
- ☐ A MAD Look at TV
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- ☐ AL JAFFEE's Snappy Answers
- ☐ AL JAFFEE's MAD Book of Magic
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ROCK OF AGED DEPT.

Forty years ago, Hollywood made a film about an unknown girl from a small town who comes to Hollywood and becomes a movie star. The film was a huge success. A few years later, they decided to make the same picture over... and again it was a hit. Now, they've made the picture for the third time, only it's not about an actress, but a singer; and the background isn't the movies, but the Rock Music scene. Well, you know how Hollywood works: Keep doing something until you get it wrong! Which is what they did! Yep, even with a Superstar like Barbra Streisand in full control of production, this new version clearly demonstrates once again that, most of the time, when a Superstar with a super ego attempts to step beyond her talent as a performer

AS



What's that strange smell around here?

Fresh air! Some dumb clown just opened a window!

Yecch! Quick! Light up another joint before I choke to death!!

Pass her down! Pass her down!

Who ordered a blonde, medium rare??

Me!! Anyone got change for a five?

And to think, I wasted all those years going to dumb ballgames and buying hot dogs!

Man, these ticket prices are ridiculous! Who gets the money?

It all goes to Cancer!

Good! That's a terrible disease!

What disease?? That's the name of the Rock Group up there!

How did you like the earthquake this morning?

Is THAT what it was?! And I thought this Rock Concert had started EARLY!!

Get your Elton John T-Shirts! Stevie Wonder Sweat Socks!! Alice Cooper Panty-Hose!

What'll you give me for these Paul McCartney Jockey Shorts?

Nothing! I grabbed a pair yesterday!

While he was WEARING them...!!?

Get them off the stage! Bring on Jim Normie Howie! Who wants to hear a bunch of old "Has-Beens"!?

Yeah! I'm tired of going down Memory Lane!!

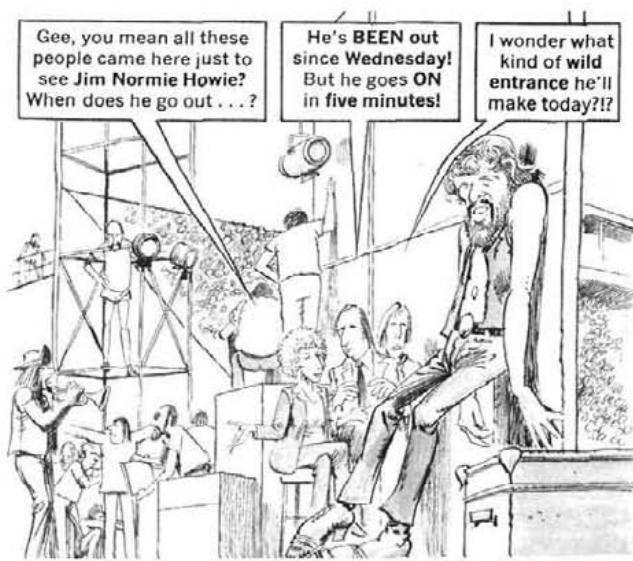
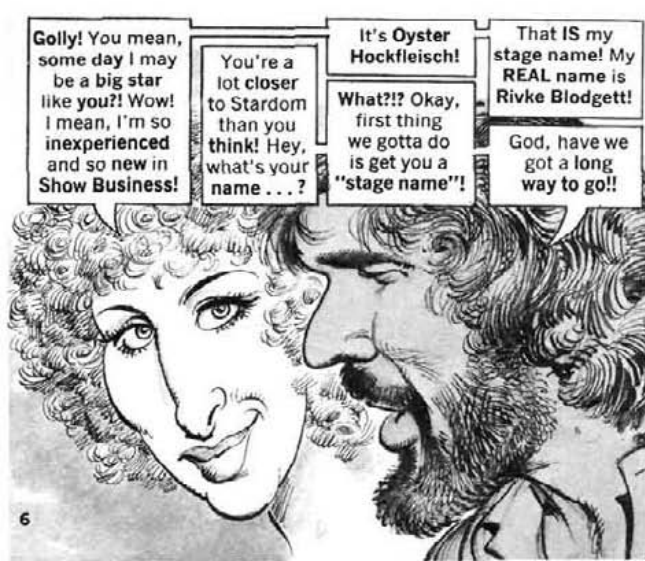
I never heard of this group! When were they famous?

Yesterday!

WAR'S A BOMB

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL







Hey... he's only coming in on a motorcycle! That's cool! He sure has settled down since he met you, Oyster!

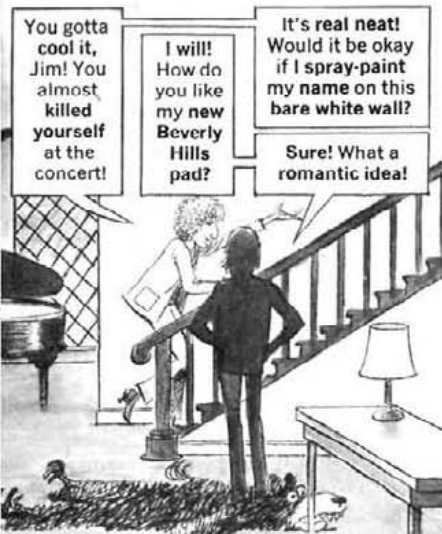
You call THAT settling down!?

Sure! Last week, he crashed into Madison Square Garden in a "7 Santini Brothers" Moving Van! What a mess THAT was!!

Yeah! It's now the "3 Santini Brothers"!!

What a sickening sound! The screech of brakes, the crash of instruments, the roar of metal hitting those screaming bodies! What will we do...?!

Well, for one thing, we won't tell the fans in the Bleachers!! They think they just heard the **OPENING NUMBER!!**

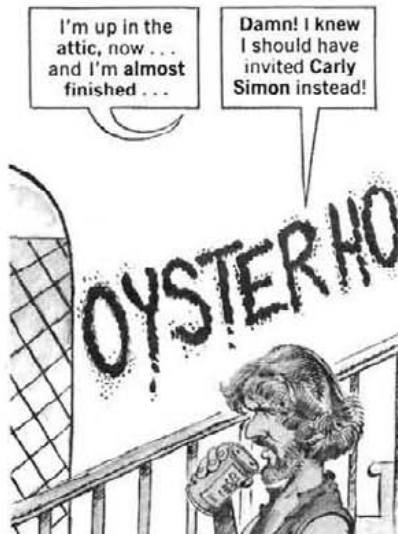


You gotta cool it, Jim! You almost killed yourself at the concert!

I will! How do you like my new Beverly Hills pad?

It's real neat! Would it be okay if I spray-paint my name on this bare white wall?

Sure! What a romantic idea!



I'm up in the attic, now... and I'm almost finished...

Damn! I knew I should have invited Carly Simon instead!



Oyster, baby... I've been wanting to do this for the longest time, but there's always been something in the way... stopping me!!

My morals? My scruples? My breeding...?

Your nose!



Oh, Man... this is so wild... so freaky!! I've never done anything like it before!!

You mean... wild sex in the afternoon...?

No! Take a bath!!



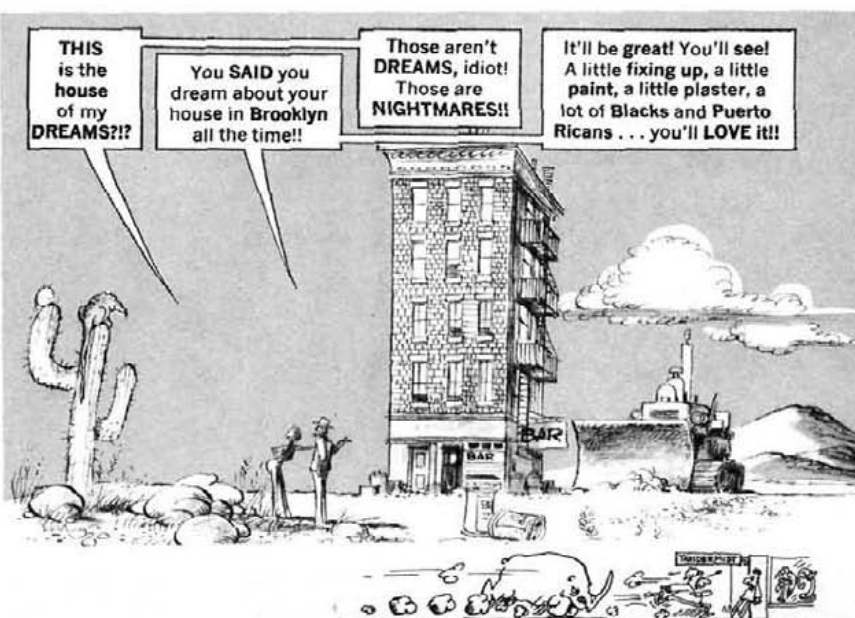
And now... Ladies and Gentlemen... at this benefit for the American Indian, we give you America's Number One Rock Star himself! Here he is, **JIM NORMIE HOWIE!!**

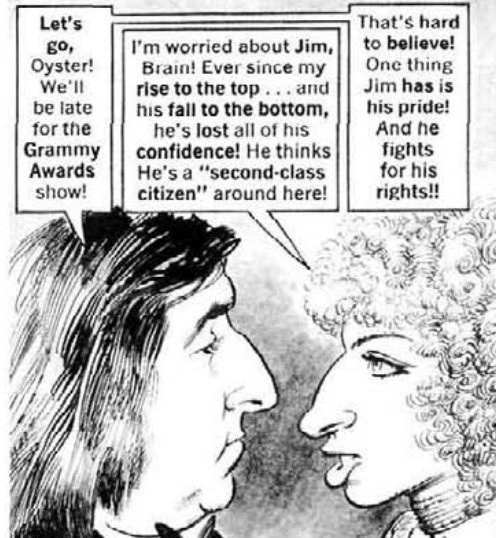
We need HIM on our side like we need **JOHN WAYNE!**

Oyster... I can't go on!

Bombed again?! Yesterday, you swore to me you were on the **WAGON!**

Honey, I **WAS!!** It happened to be a **BUDWEISER BEER WAGON!!** Oh, Man, the sound of those ridiculously huge horses, klop-klop-klopping in my ears!





Jim, Honey ... I've got great news! You're gonna be working again, and our marriage is saved, and ... What's THIS!?!?

Oh! Er—Hi, Oyster! This is Fern! Her—her Husband died recently ... and she's very lonely ... and ...

I thought you don't do Widows!

That's WINDOWS!!

Oyster, can you ever forgive me ...?

But I—I still love you!

Then you'll give me another chance?

What a life! First I'm a Maid! Now, I'm a yo-yo!

Get out!!

Come back!

Get out!



S'long, Oyster! I'm leaving you for good!!

Jim, come back!! You can't drive in your condition!!



I warned him! I begged him! You KNOW what a boozier he was! He always drove while he was bombed! Well, today, for the first time in his life, he could see straight and he could think straight!

Brain, do you know what it's like to get your first really clear look at a California Freeway ...!? The madmen behind the wheels! The idiots cutting you off at 95 miles an hour! Believe me ... it can scare you to death!!

Then ... then what happened?!

Y-you mean, he died as a result of ...

Right! SOBER DRIVING!!



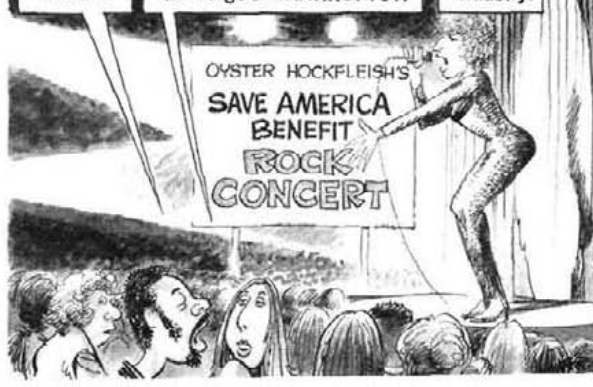
That great lady is up there ... singing her heart out for a VERY WORTHY CAUSE!

What's she raising money for? The Heart Fund? Birth Defects? Hemophilia ...?

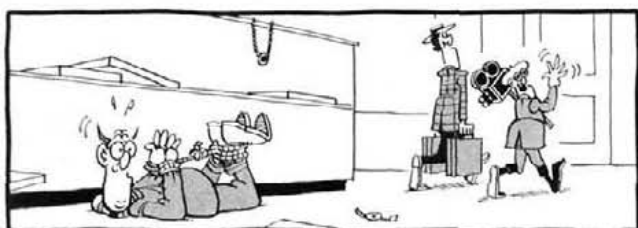
The American Economy! Ever since her Husband died a year ago, a pivotal section of our economy has been on the verge of BANKRUPTCY!

And what pivotal section of our economy is that ...?

The LIQUOR Industry!



ONE MONDAY AFTERNOON IN A DOWNTOWN JEWELRY STORE



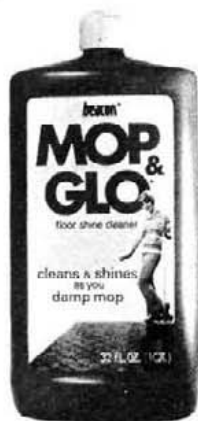
There's a strange new trend in the *Name That Consumer Product* segment of Industry. It's the "Give it a PAIR of names that tell what it's supposed to do!" trend. Like f'rinstance these familiar products:



MAD PRODUCTS WITH

ARTIST: BOB CLARKE



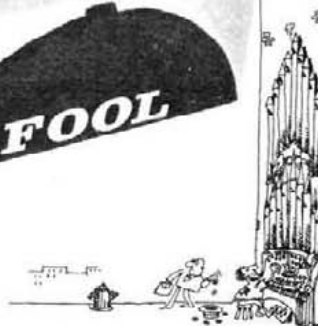


Well, we at MAD think this dumb trend will be carried to idiotic lengths and we'll soon be seeing things like these...

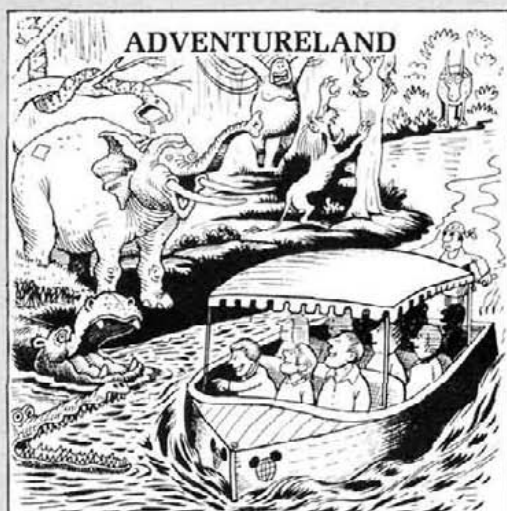
PAIRED NAMES

THAT TELL WHAT IT IS SUPPOSED TO DO

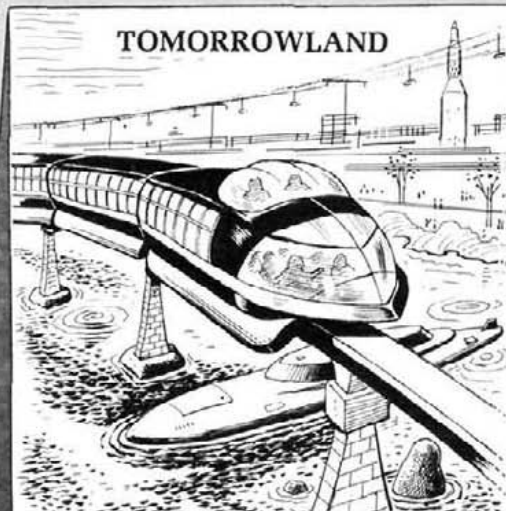
WRITER: AL JAFFEE



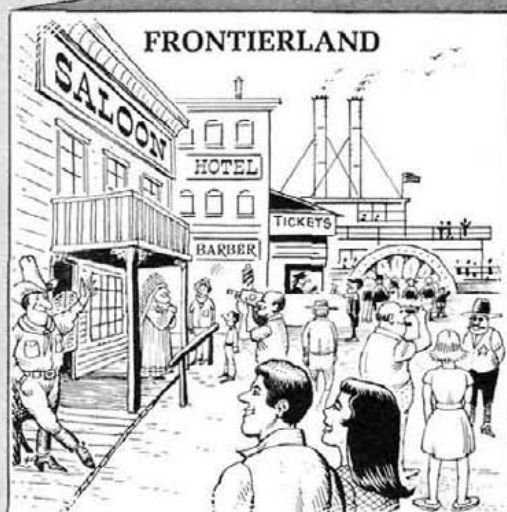
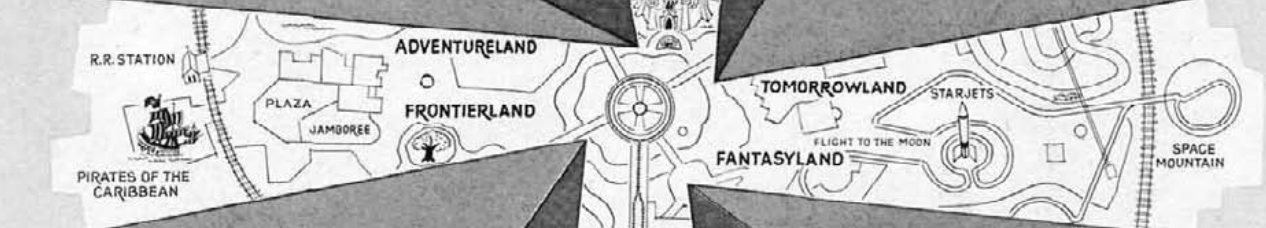
Anyone who has been to Florida or California is probably familiar with Disney World and Disneyland. They are, of course, the fantastic, multi-million dollar amusement parks which allow visitors to step into an incredible, make-believe world of fun and splendor, and are basically divided into these four sections:



Here, you can go into an eerie Haunted Mansion, see the Pirates Of The Caribbean, visit the Swiss Family Robinson's Tree House and take a Jungle Boat Ride.



Here, you can see a rendition of how the future may look as you experience a Rocket Ride, travel in a Futuristic Monorail and taste the World of Tomorrow.



Here, you can step back into the days of America's past and walk down an old Western Street, take an old Steamboat Ride and travel on an old Mine Train.



Here in this never-never land, you can see the world of Alice in Wonderland, visit Snow White's Castle and watch your favorite fairy tale characters come alive.

Well, all that is fine, and a lot of fun. But, let's face it, it's not really telling it like it *is*, or *was*, or the way it's *going to be*. If we at MAD were building an amusement park, we'd make it a little more down-to-earth and a lot more up-to-date. In fact, the Guide Book to it would look something like this:

Welcome To MAD Magazine's REALITY WORLD

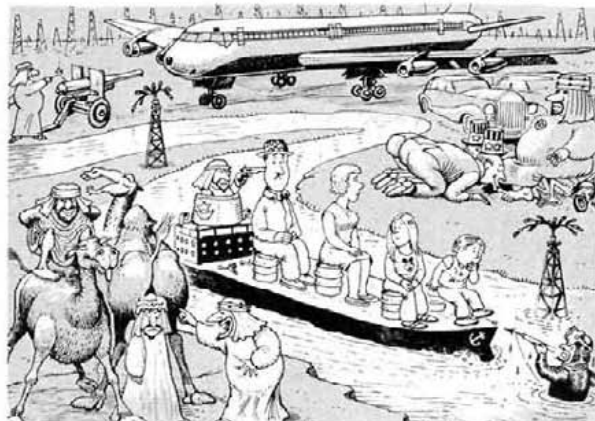


THE AMUSEMENT PARK THAT TELLS IT LIKE IT REALLY IS, WAS, AND WILL BE

ADVENTURELAND



The Pirates Of The Middle East



Take an exciting ride on a miniature oil tanker through Middle Eastern waters. Thrill to realistic gushing oil wells. See life-like American oilmen licking the feet of wealthy Arab sheiks, who raise millions of barrels of oil every day and oil prices every week. Marvel at the realistic aura of earthy Arab life. Smell the pungent scent of Camel dung. Smell the even more pungent scent of Arab dung. Chuckle as cute little armed Arab terrorists hijack make-believe planes, make-believe trains, and your own real tanker. Most visitors will be released immediately. However, Jewish visitors are advised to bring several changes of clothes and a minimum of three week's rations.

The CIA Jungle Ride



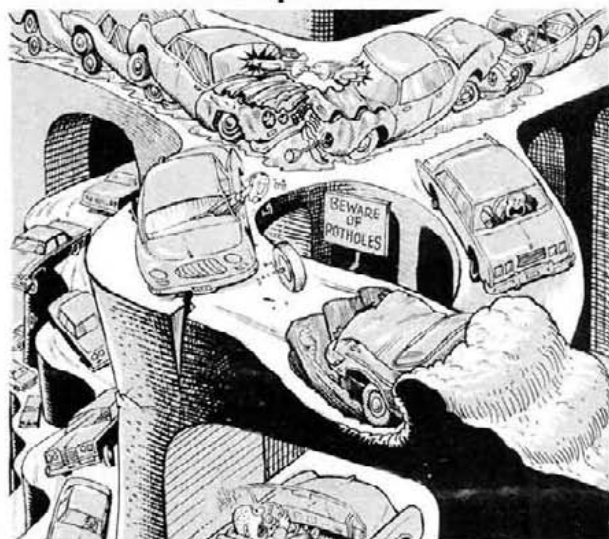
Enjoy a memorable experience riding your own car through the CIA Jungle and watching life-like models of real CIA agents bugging citizens, aliens and each other. Thrill as you see them dispose of a different World Leader every 17 minutes and start a new War every 30 minutes. You'll laugh... you'll cheer... you'll talk about this ride for months to come. But you'd better say nice things about it because this car... and your house back home... are also being bugged, and they'll know exactly what you're saying.

It's A Crime World After All



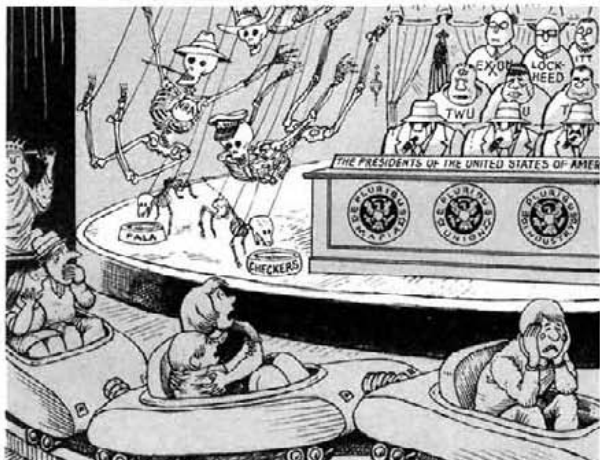
Go on a never-to-be forgotten trip through the thrilling world of Organized Crime. See cunning little Mafia dolls from countries all over the world. Hear them sing that catchy theme song, "It's A Crime World After All!" in 14 unmistakable tongues: French, German, Spanish, Japanese, etc., all in one unmistakable accent: Sicilian. See them display their worldly possessions: Factories, Businesses, Judges, Police Chiefs, Congressmen. Watch realistic dolls representing people from all over the world as they smile with their eyes, laugh through the mouth and pay through the nose. See how the Mafia controls everything. Rides depart every 20 minutes. Return trips depend on you, and how you cooperate. They also control this amusement park.

The Splatterhorn



Savor the countless thrills of our most breath-taking ride as you take the wheel of a real automobile and go speeding up and down twisting roads... making death-defying turns, screeching stops, and blood-curdling collisions. This is a once-in-a-lifetime flirtation with death for fun-loving people who have never driven "The Indianapolis 500"... or never tried to park their cars in a 4-story indoor garage.

The Haunted White House



Take a mind-boggling trip into Tomorrow when the American Presidency no longer exists, and the country is ruled by the CIA, the Teamsters Union, and 10 Multinational Corporations. Visit The Haunted White House of bygone days, and re-live old Presidential memories. See skeletons of past Presidents pop from closets, and hear ghostly voices of these Presidential eras: 1952-1960—"That is . . . what I mean to say . . . Well . . . But on the other hand . . . Er . . ." 1960-1963—"Roll me over in the clover . . ." 1963-1968—"I give the war in Vietnam one more week . . ." 1968-1974—"I am not a crook . . ." and 1974-1976—"Duhhhhhhhhhhhhhh!"

The Movies Of The Future



Enter a Hollywood Movie Set of the future. See what will happen when a once sex-starved nation gets bored with all those X-Rated films, and the standard erotic areas of the human body become obsolete because of too much exposure, and new things begin to turn people on. Watch the filming of such new-wave sex films of Tomorrow as "Deep Armpit," "Last Elbow in Paris," and "The Stewardess's Ear-Lobes." Also watch them make the ultimate catastrophe movie of Tomorrow, a logical successor to "The Towering Inferno," and "Earthquake," about how the entire East Coast of the United States is engulfed in a raging, uncontrolled torrent of water in the \$20 million disaster epic, "Toilet."

Tomorrow's TV Shows



Visit a typical TV Studio of Tomorrow, and watch future television shows being made. See Tony Orlando kiss a man in his audience for the 812th time and finally get kicked in his teeth. Hear Sonny Bono speak his first three words of coherent English. And discover the most expensive rip-off in TV history, which cost Advertisers and Networks billions of dollars: Namely, that the only members of the Nielsen families who have been watching the so-called "Hit Shows" are 64 infants, 19 Mongoloid idiots and 11 dogs. And the most popular TV shows of the past 20 years were really "The Montefuscos," "Me And The Chimp," "My Mother, The Car" and "Saturday Night—Live—With Howard Cosell."

Tomorrow's Music Scene



Visit the Pop Music World of Tomorrow and see just where current music trends will take us. Watch actual pop songs being written in 8 seconds by a puppet representing a British singer. Hear him sing it in an American Western accent, even though he arrived from Liverpool last week. See the song reach Number One on the charts in 2 hours. See it disappear in 3 hours. See the singer collect his profits from the tune and buy Indonesia. Watch a puppet representing Elton John get sick from eating pizza, then rent out Grand Canyon and charge 4 million teenagers \$25 each to hear him burp for 12 hours. Since this isn't much different from what's happening now, the exact same thing can also be seen in the exhibit, "Today's Music Scene."

FRONTIERLAND



The Winning Of The West



Return to America's colorful past. See a Western Town as it really was, not how it is in the movies. See realistic, dirty, illiterate cowboys and the ugliest women on record. You'll shudder at the realistic foul language, you'll marvel at the realistic mud, you'll puke at the realistic puke. Then gather around a realistic campfire and hear the actual real words of those old familiar cowboy songs like "Home Of The Strange," "Bury Me Now, 'Cause I Got V.D." and "As I Squatted Down In The Streets Of Laredo."

In Old New Orleans



Walk through an amazing replica of New Orleans of the mid-1800's. Eat authentic Shrimp Creole and enjoy one of the true pleasures of the Old South: The "Slave Auction." See realistic puppets of slaves—sold before your very eyes. Get into the fun. Feel their life-like muscles, inspect their almost authentic teeth, whip their quivering backs. Relive your glorious American heritage and buy a slave of your own. They make dandy souvenirs. Wind them up, and they'll pick your cotton, sing spirituals and tap dance.

The Great Gold Rush



Experience a great moment in American History as you watch life-like Forty-Niners moving across the continent to California and staking claims, mining gold, boozing, gambling and fighting. See how our important and treasured American values were born . . . namely: Murder, violence, corruption and greed.

Frontier Heroism



Re-live a momentous page in America's past. See realistic renditions of U.S. Cavalrymen in action, paving the way for a young nation's Westward Expansion. See them galloping off into the sunset, charting the American Dream, capturing the American Imagination . . . and screwing the American Indian.

Religion In Action

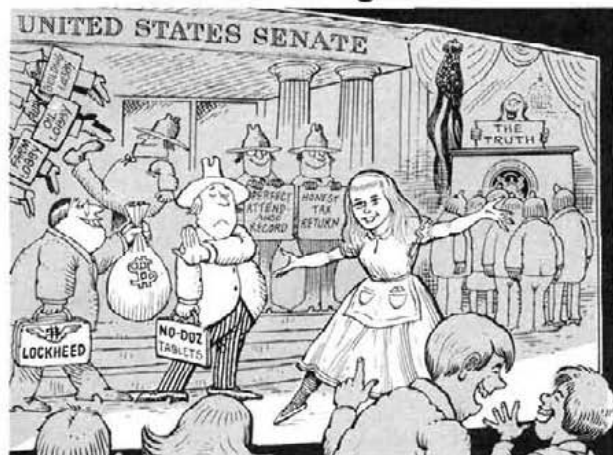


See Religion in action in America's past. Watch life-like families turn to God and prayer in their hours of need. See realistic pioneers praying for strength to survive the rigorous life, for ability to reach spiritual fulfillment, and for steady trigger fingers to shoot Indians in the gut.

FANTASYLAND

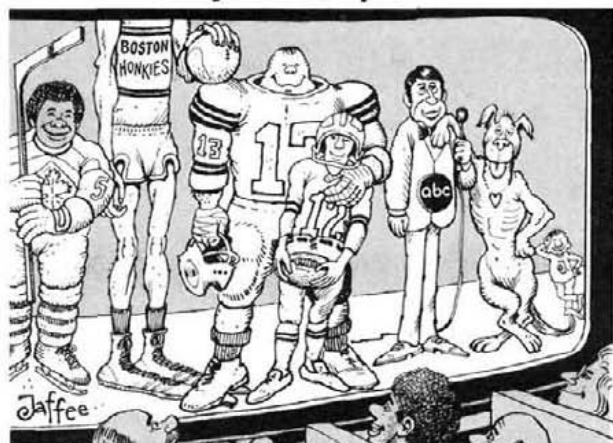


Alice in Washingtonland



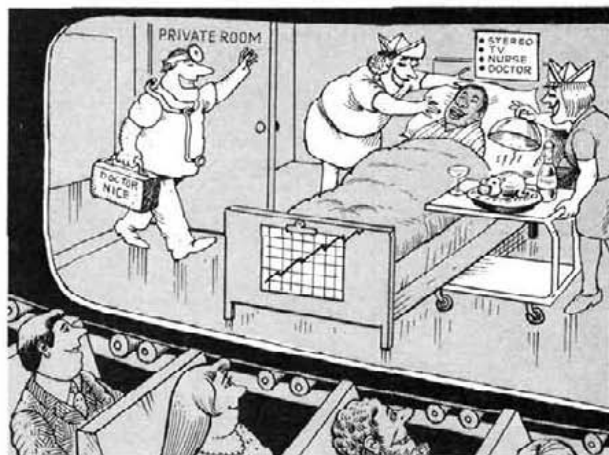
Join one of your favorite story-book characters, Alice, as she visits an incredible never-never land version of Washington, D.C. See life-like Senator puppets engaging in such unbelievable activities as: showing up, staying awake, keeping their mouths closed, turning down bribes, filing honest income tax returns and kicking lobbyists out of their offices. It's a mind-boggling experience in our nation's capital that you will never forget, topped off by one of the most fantastic exhibits of all. See a remarkably realistic puppet of the President actually tell the truth to Congress, the Press and the American people.

Fairyland Of Sports



Visit an eye-popping fairyland of Sports that defies your imagination. Meet incredible football spectators that do not drink beer and who cheer losing coaches for giving a good try. See fantastic dogs who don't foam at the mouth and run across fields during games. See even more fantastic TV announcers who don't foam at the mouth and just announce during games. Watch an unbelievable 290-pound lineman who doesn't decapitate a quarterback after the play is whistled dead . . . and it's an hour later in the locker room. See a basketball team with a real live White player and a hockey team with a real live Black player.

Make-Believe Sickness Castle



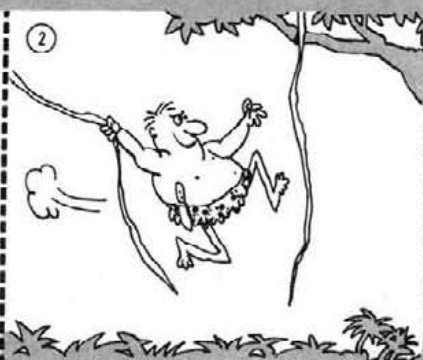
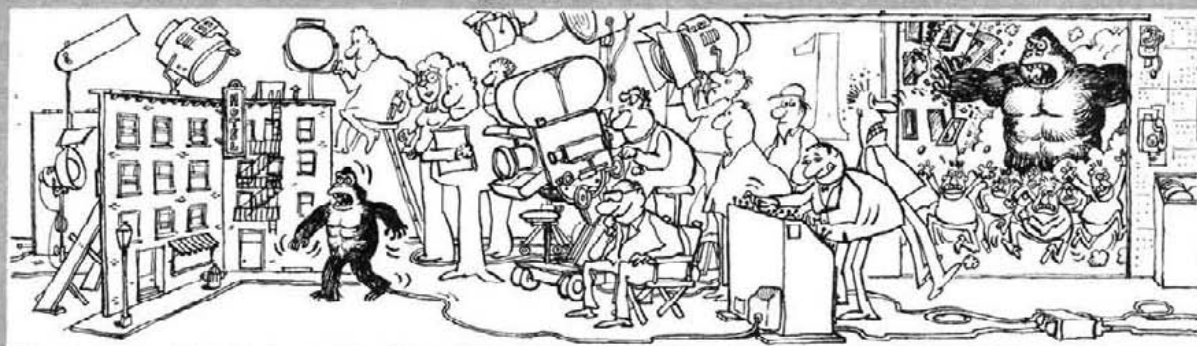
Hop on a moving stretcher and enter a make-believe wonderland: A hospital that only exists in dreams. See life-like patients lying in beds that are actually in rooms, not in corridors. See them eating real food, not garbage. Watch realistic-looking doctors walk into rooms and say, "Good morning," without charging \$50 for it. See a patient go through an entire nose job operation—and live! Marvel at unbelievably pleasant nurses who actually answer buzzers. And most incredible of all, watch a patient get out of bed and bend over to pick up his slippers, while a nearby nurse never once sticks a thermometer up his behind.

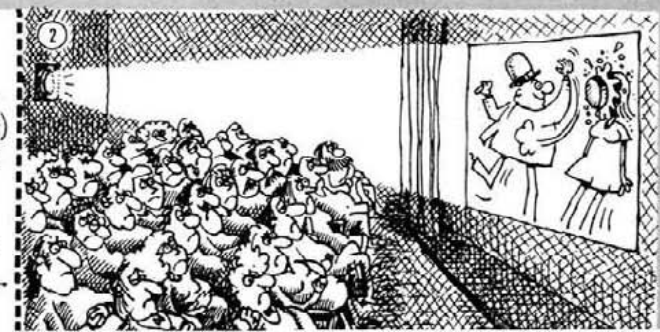
Main Streets, New York City

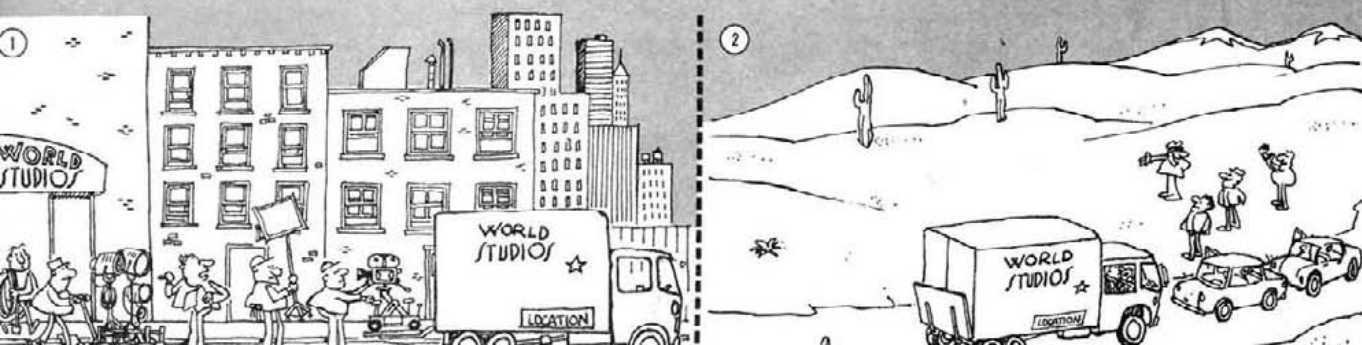
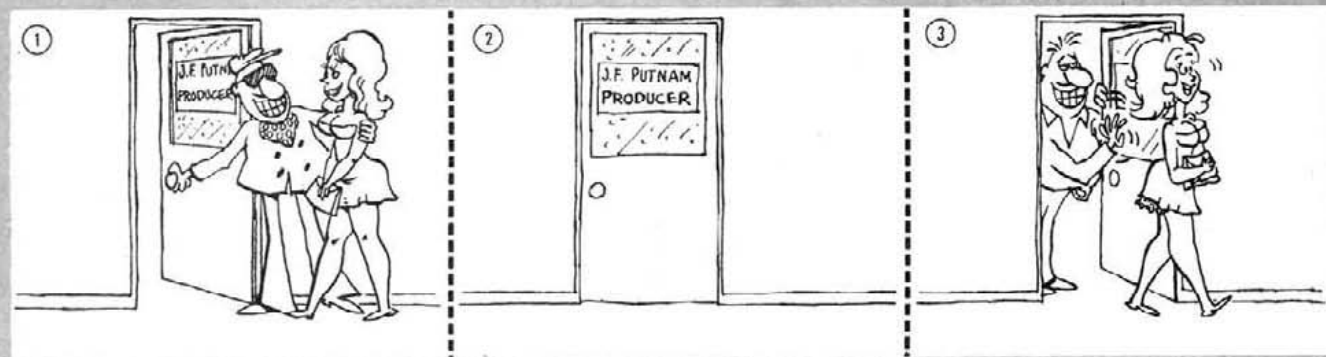
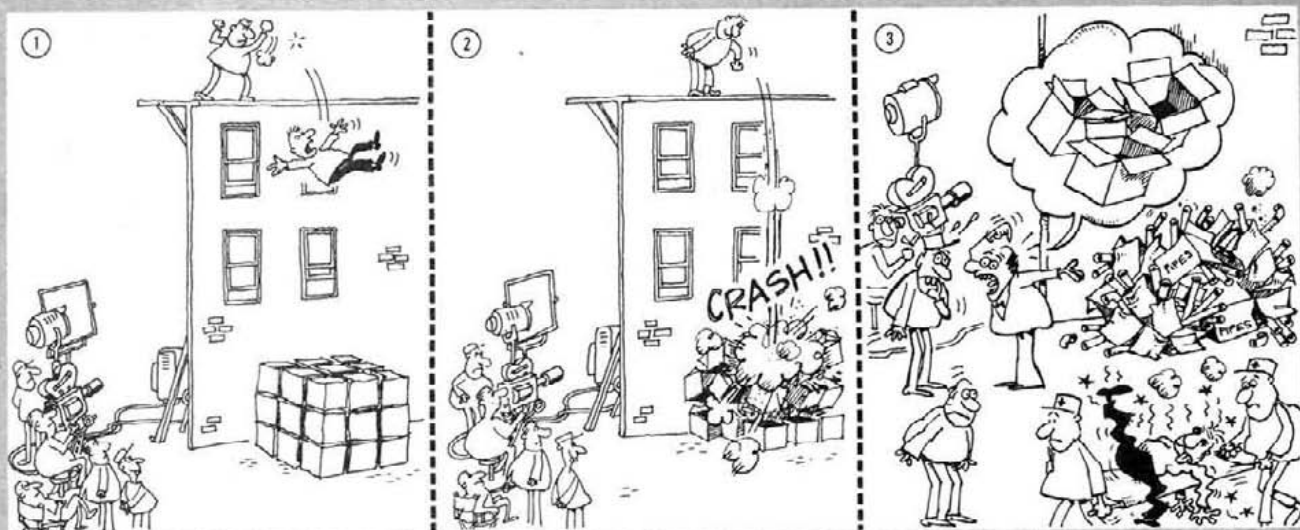


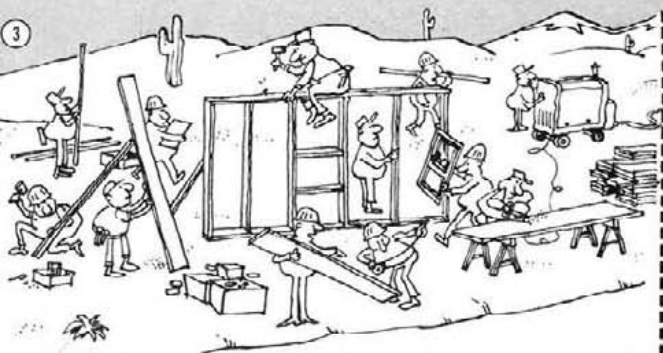
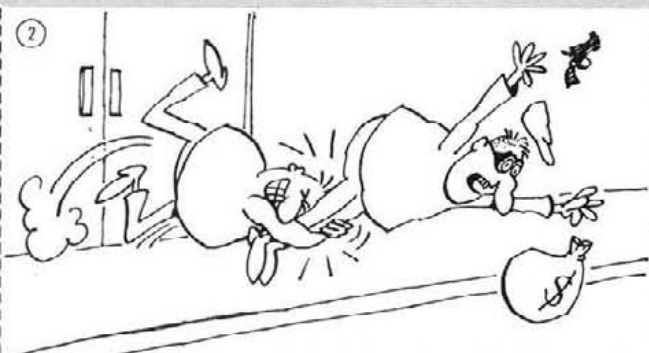
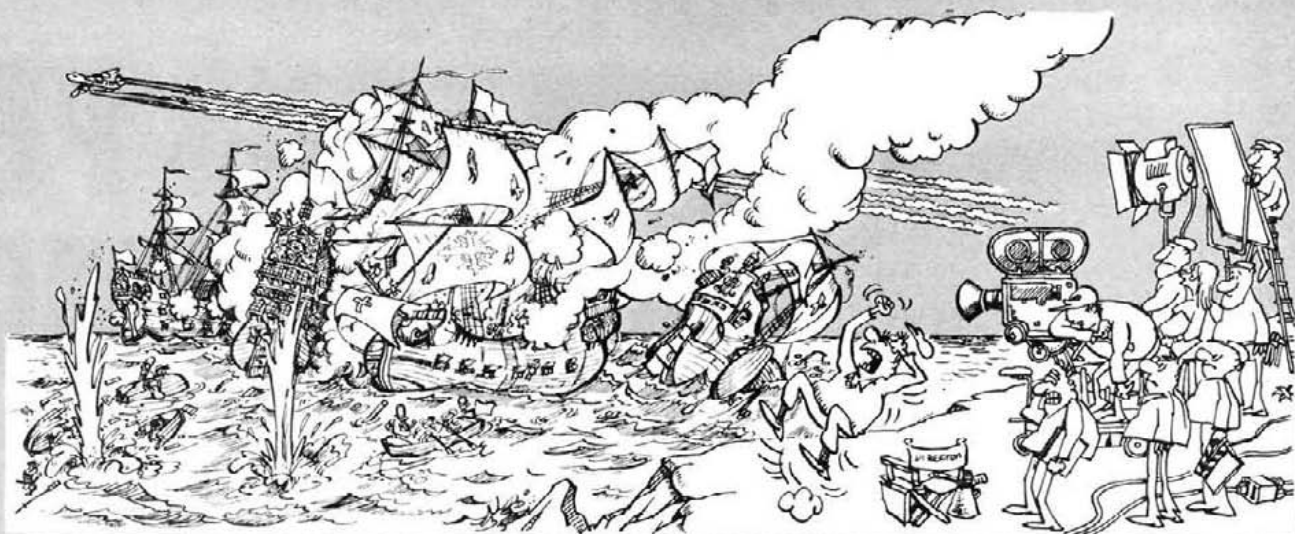
One of the most fantastic conceptions of New York City ever created. Walk down clean streets with no garbage under foot, and no dog-doo to step over. Gaze in wonder at courteous motorists who stop for pedestrians. Look with astonishment at the absence of muggers. Faint dead away at friendly cops and smiling storekeepers who use "Good Morning," and other foreign expressions. At the completion of ride, leave through the green exit door. For visiting New Yorkers who may be homesick for your real city, leave through the red exit door where you'll be beaten, robbed and raped by realistic mugger puppets.

A MAD LOOK AT









FONE-BONUS DEPT.

Telephone answering devices are becoming more and more popular. Millions of people are buying them, including some who don't even own phones! Now, that's popular!!! One of the great things about these recording devices is that people get to leave personalized messages. In order to show you how interesting and different these personalized messages can be, we decided to telephone several famous people to find out what their answering messages are like. But since we couldn't get hold of their telephone numbers, and since long distance phone calls are expensive, we did what we usually do! Mainly we called in a writer who promptly made up all these

FAMOUS PE ANSWERING

Hello, my fellow American! This is **ex-President Ford** speaking! I'm sorry I can't come to the phone right now, but I'm either playing golf in Palm Springs . . . skiing in Vail . . . or falling down a flight of stairs somewhere! If you will please leave your name and your telephone number at the sound of the beep . . .

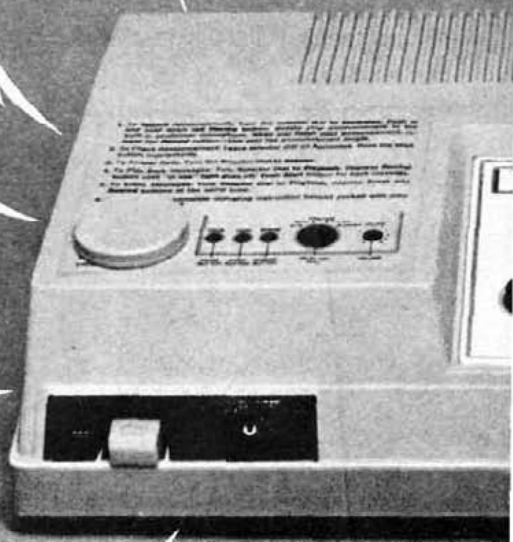
Hello! This is **Congressman Milton Cowznofski**! I'm busy right now, fashioning laws and molding doctrine that will affect the lives of all freedom-loving Americans! So please leave your name and number, and I'll try to call you back! However, if this is a dire emergency, try calling me at the Happy Hours Motel!

Hey, Turkey! So you finally learned how to dial a phone! Or did you reach me by mistake because you couldn't get your fat little fingers into the right holes? Yes, this is **Don Rickles**! Who'd you think it was, Zsa Zsa Gabor with a cold? You want to leave a message for me? Tough! Leave it where you usually leave messages . . . on the Bus Terminal Bathroom wall! Hey, what the hell am I doing this schtick for free for? If you want to hear more insults, call my agent and ask him where I'm appearing!

Hello! This is **Jessica Lange**! I bought this telephone answering machine because I just knew that after my appearance in "King Kong," my phone would be ringing off the hook with fabulous offers! So please leave your name and phone number, and I'll get back to you as soon as time permits! Probably within the next two minutes!

This is **Howard Co-sell**, a man who took mere sportscasting and turned it into one of the fine arts! Obviously, I am not presiding at my abode at this particular place in time, but feel privileged to have the chance to hear my voice, pre-recorded as it is! There will be no beep or opportunity for you to leave a message, as listing my accomplishments for just this past month will more than fill the tape time allotted on this recording device. So sit back, relax . . .

This is **Ralph Nader**! Your call is being answered by a Fonebone K-11 Automatic Telephone Answering Machine which is truly a piece of junk! A couple of wires, a cheap recording head, and for that you pay \$250.00! If you'd like to join me in my crusade to make companies stop over-charging for inferior equipment, please leave your name and telephone number after the beep, and let's pray this overpriced hunk of trash records it properly!





PEOPLE'S TELEPHONE MACHINE MESSAGES

WRITER: DICK DE BARTOLO

This is **Erica Jong**! I don't answer my phone any more because I'm sick of people calling and criticizing me for my loose morals! However, if you're not going to go into that ridiculous nonsense, please leave your name and number! And if you're a man between the ages of 28 and 38, please leave a complete description of what you look like, and what you like to do . . . even the kinky stuff! Especially the kinky stuff . . . !!

This is **Billy Graham**! I'm sorry I'm not in right now to help you with your problem, but perhaps God wanted me to be out! Perhaps He wanted me to be out so you could turn to Him for guidance, confident in the knowledge that He will never let you down! So why leave a message for me when you can talk directly to Him? And He's never out!

This is **Danny Thomas**! I hope you've been watching my TV series, "The Practice"—Wednesday nights on N.B.C.! By the way, in some areas, my original "Danny Thomas Show" is still being re-run by popular demand! But I'm not here to talk about humble me, or my humble talented daughter, Marlo Thomas, who made it all on her humble own! So at the sound of the beep, please leave your name and number . . . and why not a little pledge for my Saint Jude Hospital? Actually the hospital is all paid for, but we desperately need funds for a parking lot!

Hi, this is **Johnnie Carson**, better known as God's Gift To The Internal Revenue Service! I can't come to the phone right now because I'm busy! How busy am I? I'm busier than a shoe salesman waiting on an impatient centipede! C'mon, folks, these are the laughs! Where were you when I was fighting for my country? Okay, if you think you're so funny, at the beep, let's hear your material! Beep . . .

Hello! This is **Stanfield Turner**, the head of the C.I.A.! I can't answer the phone right now because I'm out! Which doesn't make much difference anyway, because I wouldn't answer my phone if I were in! I know what can be done with wire taps and bugging devices! I will, however, have someone get back to you! Don't bother to leave your name and phone number! We know who you are already . . . because all calls coming into this office are traced automatically!

Hi! This is **Bob Guccione**, Editor and Publisher of "Penthouse Magazine." I can't come to the phone right now, and if you were doing what I'm doing, you wouldn't want to come to the phone either!



ONE WEDNESDAY EVENING IN A RESTAURANT MEN'S ROOM





A couple of issues back, we suggested that those "Polish Jokes" you've been breaking up over (...that show how stupid Poles are supposed to be!) can't even compare to the "American Jokes" they're telling in Poland (...that show how stupid Americans really are!). As a result, MAD has gained many thousands of new fans...mainly in Warsaw, Krakow, Lodz and Wladyslawowa! Now, to please all our new-found, intelligent, discerning friends, here are

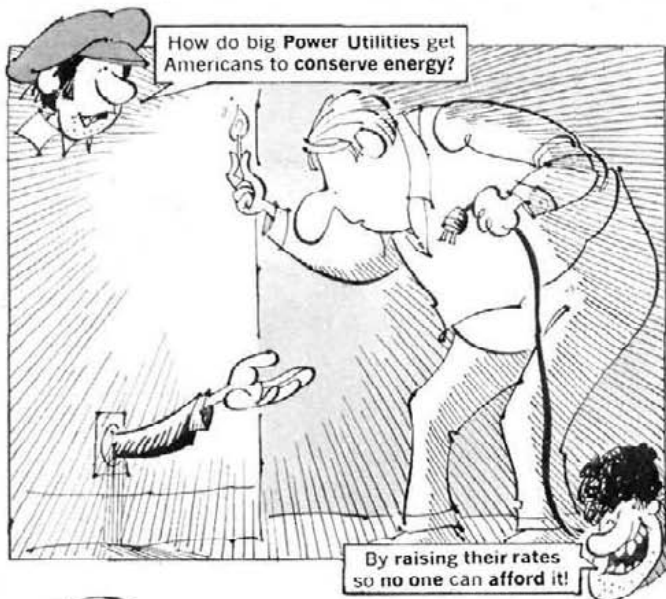
MORE AMERICAN JOKES THEY'RE TELLING IN POLAND

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS



How do big Power Utilities get Americans to conserve energy?



By raising their rates so no one can afford it!

What do you call an American fruit-grower who hires men, women and children of all races and nationalities, and pays them starvation wages?



An Equal Opportunity Employer!

Why do Americans take vacations in messy, crowded campers full of screaming kids?



To get away from it all!

What's another term for American Pornography?



The Gross National Product!

What do you call an American family that spends 30 percent of its income on food?



Undernourished!

Why do Americans put their money in long-term savings accounts that pay 7½ percent interest?



To stay even with inflation!

What kind of animal waits patiently for the American Worker to come home at night?

A mugger!

What common American word describes a surgical procedure performed by a highly-skilled medical team in a modern, well-equipped American hospital?

Malpractice!

What do Americans call a fire that destroys an entire block of tenements?

Urban Renewal!

What's the difference between an American High School Teacher and an American Rock Singer?

About \$200,000 a year!

What do you call the system in which American Small Businesses are being squeezed out by high taxes, oppressive loan interest rates and the price-cutting power of the huge conglomerates?

Free Enterprise!

What do the numbers 1492 and 1976 have in common?

They're adjoining rooms in the Warsaw Hilton!

Hey, that's not an "American Joke"! That's a "Polish Joke"!

That's true! Except... who do you think OWNS the hotel?!

SICK TRANSIT GLORIOUSLY DEPT.

Nowadays, Travel Agencies are packaging all kinds of tours for all kinds of people with all kinds of special interests, all designed to help them relax, leave their tensions behind and have a good time. But that doesn't make any sense. People work hard their whole lives developing their tensions, mainly in the form of their neuroses! Why should they want to give them up? The truth is...most people prefer to carry their neuroses with them! So why not design tours specifically for them? We'll show you what we mean with

THE MAD TRAVEL AGENCY'S SPECIALIZED TOURS FOR YOU AND YOUR NEUROSIS



THIS ISSUE: THE HYPOCHONDRIAC'S SEVEN DAY TOUR OF EUROPE

ARTIST: HARRY NORTH, ESQ. WRITER: STAN HART

DAY 1



You leave Kennedy Airport, New York, at 8:00 P.M., just in time to be exposed to the unhealthy damp night air. You'll be seated next to two other tourists, and God only knows what germs they've been exposed to. While on board, you'll receive a head set for the movie, which might prevent you from hearing all the coughing and sneezing going on throughout the plane—but you'll know it's there. You'll be relieved to find that the utensils for your meals aloft are sealed in plastic bags, but the 6-hour flight will give you plenty of time to worry about whose filthy hands packed them inside the plastic bags.

DAY 2



You arrive in London and are whisked to your hotel overlooking the historic Thames River, the scene of the terrible London Plague of 1348. You'll spend the rest of the day at leisure, wondering if it was a "628-year-Plague," and it's time for it to return. You'll notice that the drinking glasses in your bathroom are wrapped in cellophane and marked "Sanitized For Your Protection." A little bit of British drollery there, since you know the maid only wipes the glasses with a dirty rag and shoves them into the cellophane. You'll also notice that the paper band over the toilet seat assures you that it, too, is "Sanitized For Your Protection"—probably with the same dirty rag used to wipe the glasses.

DAY 3 & 4



After a hearty breakfast of English sausage (which will give you gas and make you think you're having a heart attack), you'll be escorted to all the points of interest in London. You'll tour Buckingham Palace (but not get to see the Queen, since she's probably ill and they want to keep it a secret for political reasons). At the Tower of London and Westminster Abbey, you'll see where all the famous Englishmen are buried (which will be a wonderful reminder of how fleeting life really is, and that death is always lurking, even for the great). The changes in temperature going in and out of these wonderful landmarks will probably give you a chill, so you can spend the next day in bed, nursing a cold.

DAY 5



You fly to Paris. The flight takes less than an hour, but it's a great opportunity to take your temperature and compare symptoms with fellow passengers. In Paris, you'll be escorted to the famous Eiffel Tower, where someone already at the top will probably spit, and the germ-laden spittle will undoubtedly land on your head. You will then visit Notre Dame Cathedral where you can pray you'll get out of this infested country alive. At night, you'll be taken to Pigalle, where you'll surely contract a venereal disease from sitting on a toilet seat in the Crazy Horse Saloon.

DAY 6



You leave Paris (and not a moment too soon!) and arrive in Rome. First, you will visit the Colosseum, where the Christians were fed to the lions, and where you can sit and reflect upon how lucky they were to have died quickly instead of lingering on, like you're doing. Next, you'll visit St. Peter's and The Vatican, where you can arrange for a private audience with the Pope so you can pray together for God to restore your health. (Only the Pope doesn't look too well himself, so what's he going to do for a nobody like you? Besides, imagine what you're liable to get by kissing His Holiness's ring! Who knows who kissed it before you!) At night, you'll dine at the famous Alfredo's, where the highly-seasoned food will give you diarrhea, or constipation, or both.

DAY 7



You are transported by bus to the fabulous French Riviera. The bus is especially designed so the windows don't close completely, exposing you to the dangerous 75 degree temperature and probably giving you pleurisy. In your hotel, instead of the usual Gideon Bible at your bedside, you'll find a volume of "Symptoms Of Incurable Diseases Of Europe" for introspective reading. You can visit one of the many lavish gambling casinos, where you can play roulette and wonder what kind of people handled the chips before you. From Nice, you'll fly home with enough time aloft (8 hours) to worry if the U.S. Health Service will allow you to re-enter the country with all the diseases you picked up on your fabulously exciting trip to Europe.



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

AFTER



Dad, can I have some money to go to the movies!

Hey! You mean a Saturday Afternoon Matinee?! That sure brings back some nice memories! Gene Autry serials . . . and a bunch of nifty cartoons! Boy, they sure turned me on!

Of course you can have the money! Here! Go get turned on!

I'll try . . .

SEXSATION

PORNO
X
RATED

RNOONS

ARTIST & WRITER:
DAVE BERG



Will somebody answer the phone?! I'm practicing!!



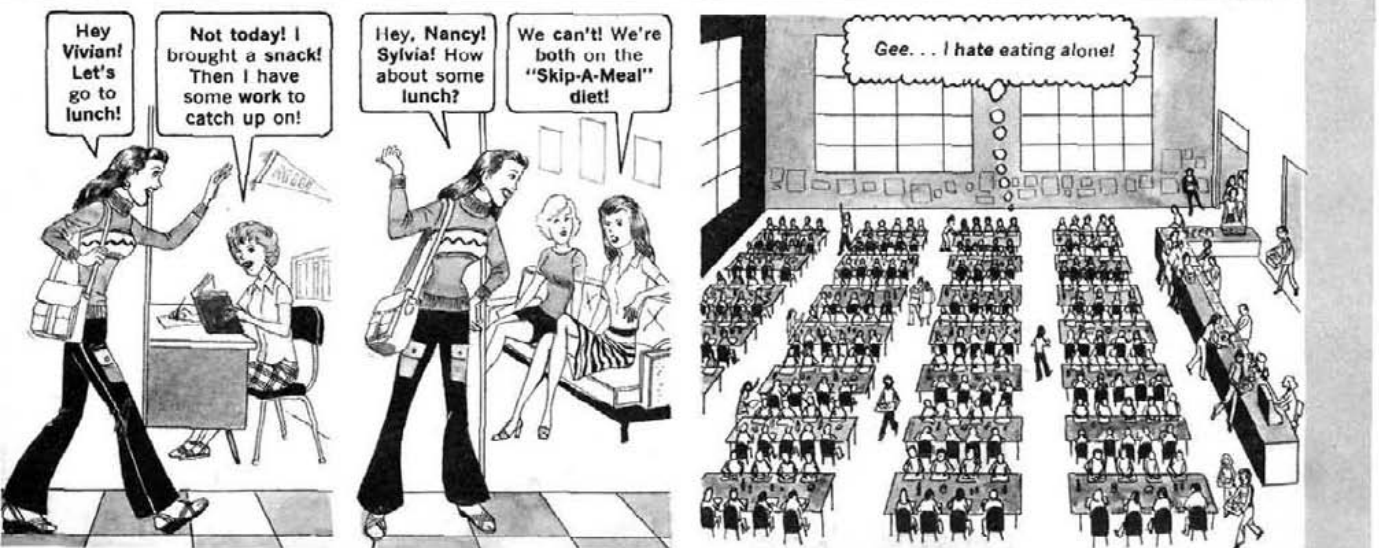
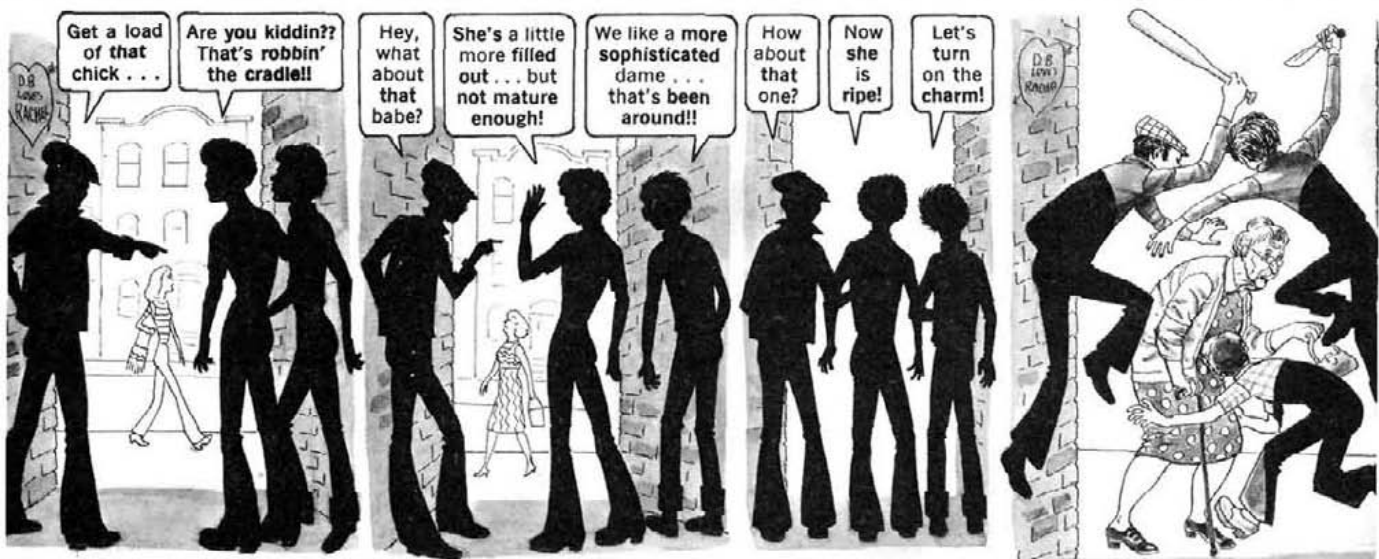
It's one of our neighbors, complaining about the noise you're making on the drums!

WHAT neighbors . . . ?!



The Bowling Alley!!





Class, stay together
... and listen to
the Museum Guide ...

This is a example of Egyptian
sculpture! It is approximately
four thousand years old ...

It is possible that
the great Cleopatra
herself gazed upon
this very statue!

I
don't
believe
that!!

Cleopatra was never
in Minneapolis!!



What sort of beasts stand
before me?! Monsters who
prey on our old and our
sickly! Brutes who rob,
beat, rape and murder our
defenseless senior citizens!

Too long have we coddled these
animals! Too long have we
considered the rights of the
criminals, and ignored the
rights of the victims! Well,
you're not getting away with
just a slap on the wrist!!

This time, I'm throwing
the book at you! This
time, I'm locking you
up for a long, long time!

Man, that Judge
Finster is one
tough cookie!

Yeah! We won't be
out of here until
late this afternoon!



Hey, Harold!
What do you
wanna do
after school?

I dunno!
What do
you
wanna do?

Harold and William! For
talking in class, you
will both write the poem
"Invictus" twenty times!

Aww, gee!

Stop griping!

At least now, we know what
we're gonna do after school!





LOOK FOR THE "UNION" ARMY DEPT.

Today, ballplayers, actors, writers, truck drivers, teachers, steel workers... people in almost every job or profession... belong to Unions. Except the Military! But that's gonna change because the American Federation of Govt. Employees is going to make a serious attempt to organize our Armed Forces. As citizens, we are all concerned with the Army (Mainly, how to stay out of it!), and so we'd now like to bring you a MAD preview of what it'll be like...

WHEN MEMBERS OF OUR ARMED FORCES JOIN A UNION

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

By God, if Patton were alive, HE'D know how to deal with this Union!! I mean, how do they expect us to wage a war when the men will only work a 40-HOUR WEEK!?!

This list of demands is just ridiculous! The next thing you know, Soldiers will be asking equal pay with SANITATION WORKERS!

Listen, it could have been a lot worse! They could've joined the TEAMSTERS!

Remember the good old days, when we used the Army to BREAK UP strikes!?

Senator... this Unionizing of the Services is going to destroy all incentive in the Armed Forces! Men will be promoted on SENIORITY instead of MERIT!

We won't stand for that! The "Seniority System" is UNAMERICAN! Uh—except, of course, in Congress!

Gentlemen, the moment he enters the room, I'll call everybody to attention!

Who's coming? The President?

No... somebody even more important! THE CHIEF SHOP STEWARD!



Okay, men!
Dig in! And
make those
foxholes
deep ...

Hold it, there, Captain! If one of these
men touches a shovel, I'll have you up
before the Grievance Committee! Read your
contract! Digging is only to be done by
members of the Corps of Engineers local!



Pass the word!
We hit the beaches
at 0600 tomorrow!

No way!! According to the
contract, we don't start no
invasions until 9:00 o'clock!



Who's
the new
man???

Oh ... he winds
the propeller!

But this
is a JET!

Try telling
that to the
UNION!!



Medic! Medic! Over here ...
quick! This man's been hit!!

Forget it! I'm on
my COFFEE BREAK!



Who are those
men, Soldier?
G-2 Undercover
Agents ... ?

No, Sir! They have
something to do with
the Army Union's
Retirement Fund!



General, the situation
is getting intolerable!
I'm afraid we'll have to
give up our position
and pull out of here!

Why?!? Has
the enemy
launched an
attack??

No, Sir ... the Latrine
Orderlies have called a
wildcat strike ... and
the men are refusing to
cross their picket lines!



If Ernest Lawrence Thayer were still around, he'd probably agree that his "Casey at the Bat" is hopelessly out-of-date. Baseball has changed a lot over the years, and today balls and strikes don't seem nearly as important as negotiations, high salaries and players' fringe benefits. Our National Pastime has become a battle for the Big Money, which means it's time to rewrite "Casey at the Bat" and retile it

CASEY AT THE TALKS

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

It looked extremely rocky
for the famous Mudville nine;
The season was upon them
and the outfield wouldn't sign;
And when Fenwick turned free agent
and Moran went into flicks,
The owners shook their heads and moaned
"We're in a dreadful fix."



They scanned their ledgers gloomily
without a hint of cheer;
The falling season-ticket sales
foretold a losing year;
They clung to one small, distant hope,
an optimistic dream—
The fans would pack the stands
with mighty Casey on the team.

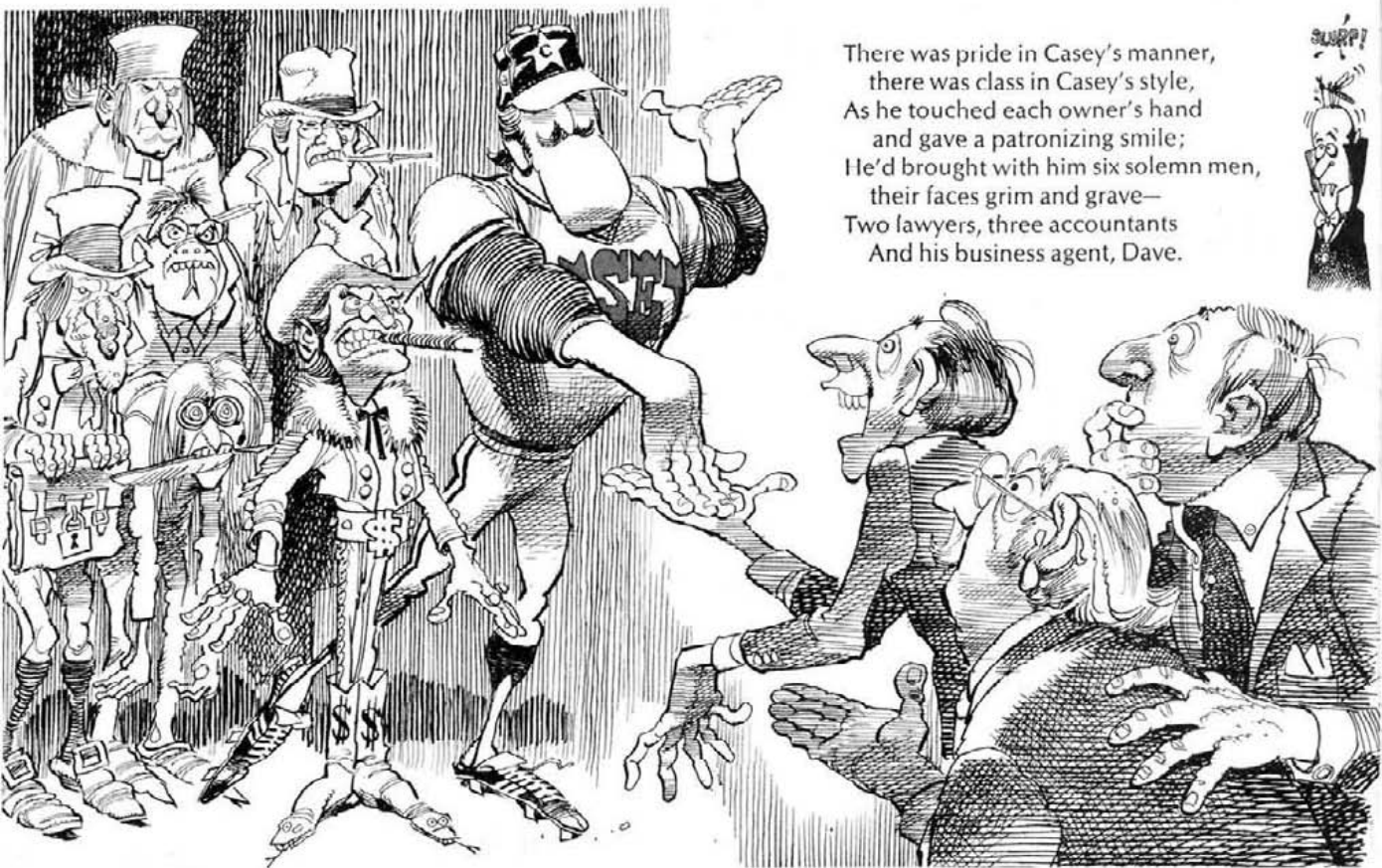
For Casey was a superstar
that any club would prize,
Who last year led the league in hits,
home runs and RBIs;
For months the phone-calls made to him
were scornfully declined;
A god he was, unreachable
and, what was worse, unsigned.



Then from an outer corridor
there rose a mighty shout;
It rattled the reception desk
and shook the walls throughout;
It thundered through the offices
in one tremendous roar,
For Casey, mighty Casey,
was advancing through the door.



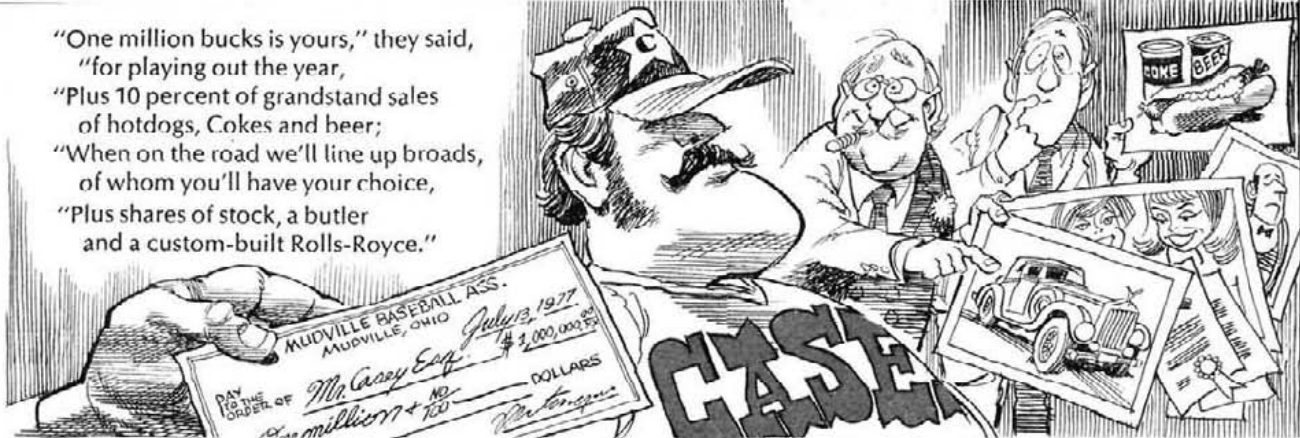
There was pride in Casey's manner,
there was class in Casey's style,
As he touched each owner's hand
and gave a patronizing smile;
He'd brought with him six solemn men,
their faces grim and grave—
Two lawyers, three accountants
And his business agent, Dave.



The owners lauded Casey's clothes,
extolled his wavy hair;
They kissed the leather of his shoes
and knelt beside his chair;
They laid before him fruit and wine
and then a full-course meal,
But Casey merely raised his hand
and murmured, "What's your deal?"



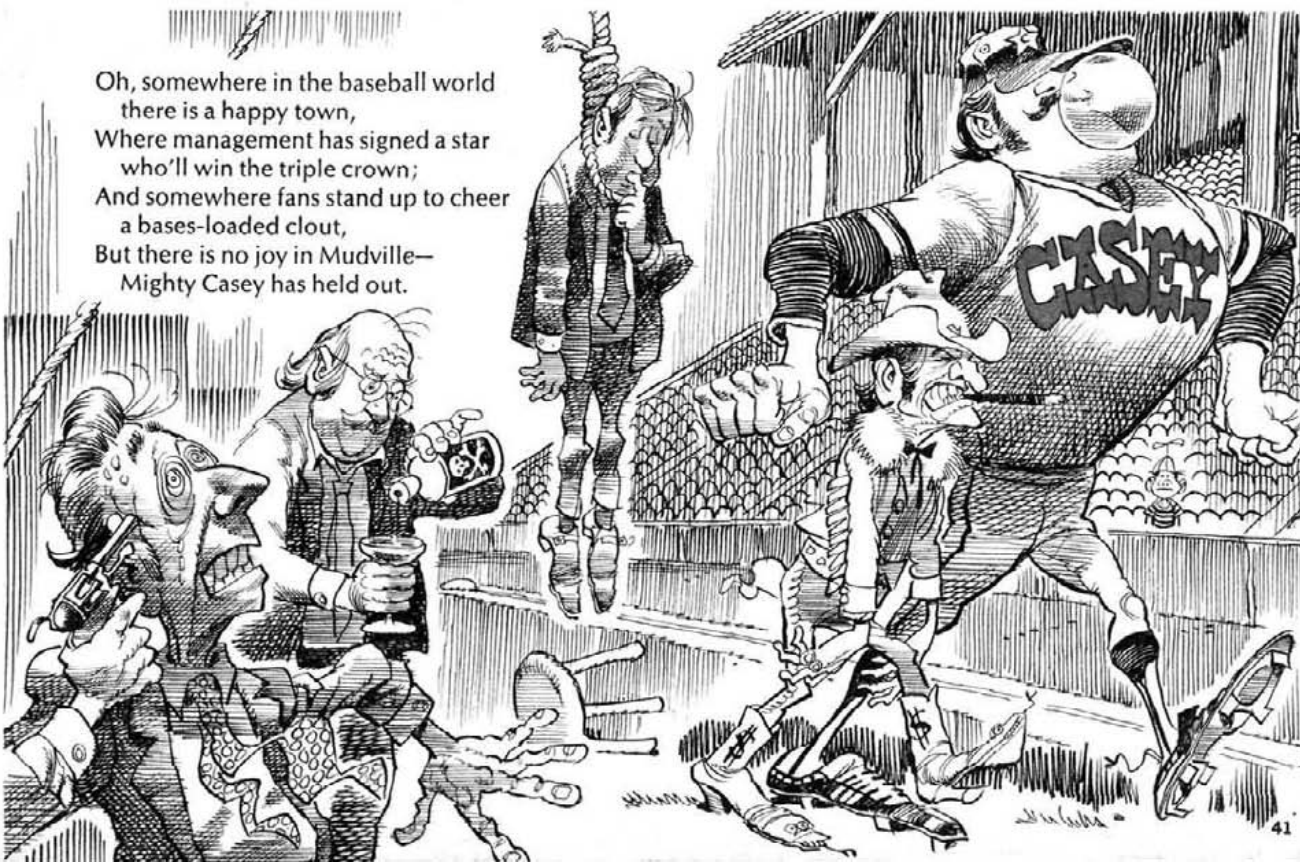
"One million bucks is yours," they said,
 "for playing out the year,
 "Plus 10 percent of grandstand sales
 of hotdogs, Cokes and beer;
 "When on the road we'll line up broads,
 of whom you'll have your choice,
 "Plus shares of stock, a butler
 and a custom-built Rolls-Royce."

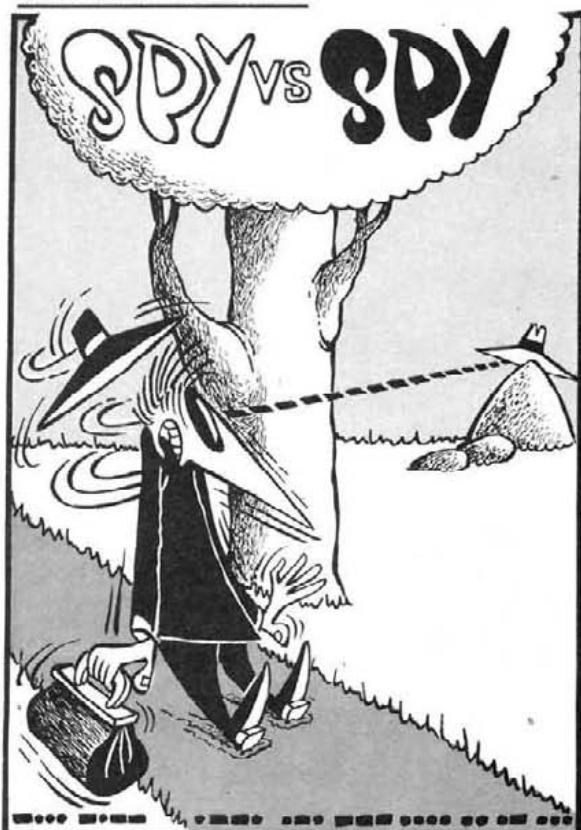


The smile is gone from Casey's lips,
 his countenance is stern;
 He grips his chair with knuckles white,
 he gives his head a turn;
 And now he flicks an eyebrow
 at his agent standing by,
 And now the air is shattered
 by the words of his reply.



Oh, somewhere in the baseball world
 there is a happy town,
 Where management has signed a star
 who'll win the triple crown;
 And somewhere fans stand up to cheer
 a bases-loaded clout,
 But there is no joy in Mudville—
 Mighty Casey has held out.





PRIVATE-EYEFULS DEPT.

Once upon a time, there were three little girls who attended the Police Academy . . .



They were graduated and assigned hazardous duties! Hazardous to the rest of the Police Force, that is!

But I took them away from all that, and now they work for me as private detectives. Three glamorous, gorgeous private detectives. How's that for a new angle on fighting crime? My name is Churlie, and I call my girls . . .

CHURLIE'S ANGLES



ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

All present and accounted for, Churlie! Go ahead!

Good morning, Boresly! Good morning, Jolly . . . Saccharina . . . Killy! I've got a nice easy assignment for you today!

Great! We could use a break after that last stint in the Women's Penitentiary!

It wasn't so bad! It was for ME! I look awful in stripes!

And the week before, we were up to our necks in QUICKSAND . . . and all my best features were covered!

And how about that shootout in the Amusement Park the week before that?!? My HAIR almost got mussed!!

This week, girls, there will be no guns . . . and no violence! It'll be a piece of cake! Give them all the details, Boresly . . .







Don't worry!
If your Sister's
alive, we'll
find her!

And if she's
dead, we'll
get the creep
that raped,
murdered and
mutilated
her!!

Jolly!! She might
have died from
natural causes!

Not on **THIS**
Network, she
didn't!!

How can I ever
thank you? I
haven't got
much money!
I'll have to
pay you when
I can!

Now...now!
Forget about
money! The
important
thing is to
find your
Sister!

This is
Churlie
again,
Angles!
Any
questions?

Yes, Churlie! How can you
live like a millionaire,
pay our fantastic salaries
and operate this expensive
organization with clients
who are usually broke?!!



Don't worry about it, Angles! I've
got a great head for figures....!!



Hi! We're
looking
for jobs!

Yeah?
Whaddya
do?

What did you
have in mind,
Handsome...?



Hey, are you kidding?

Oh-oh! If this
job starts out
like this, I'd
hate to see
how it ends up!

This interview
isn't going the
way we planned,
Saccharina! You're
the smart one!
Quick! Think
of something!!



Why does everyone
always think I'm
the group egghead?

'Cause you wear
higher necklines
than we do!



I think
there's
been a
mistake!
We're
Dancers!

Okay...
you can
audition!
Put these
costumes
on...

Do we put
them on our
bodies...
or paste
them on an
envelope?!



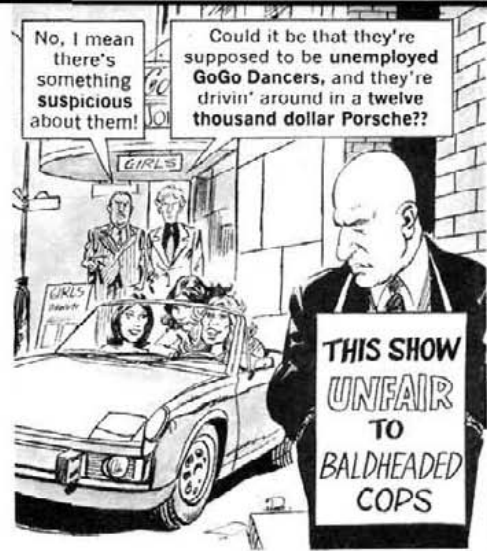
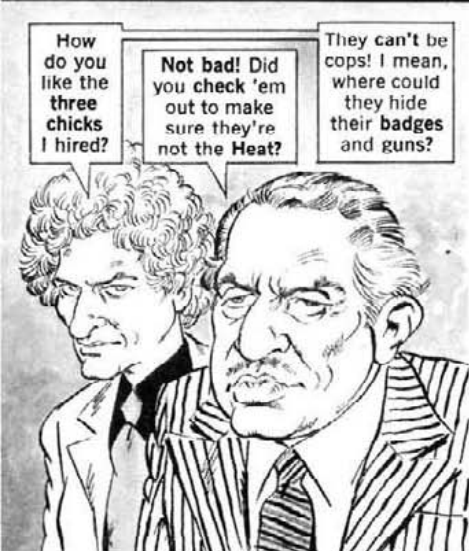
Okay!
You're
hired!

But you haven't
seen us
dance!

You don't
HAFTA
dance!!
You just
hafta
STAND
there and
BREATHE!

Maybe
we
should
have
taken
the
job in
Alaska!

NEWS
6060 33
JOINT 3
GIRLS



Okay, ladies!
Put on your
traveling
clothes!
We're taking
you for a
little ride!

I'm glad to
hear that!

Killy, you're
glad they're
taking us
for a ride???

No... I'm glad
we're getting a
chance to change
clothes! We've
been wearing these
same outfits for
nine panels now!



Everybody
OUT...!!

Why are we
stopping
here...?

Because before
we zap you, we're
gonna have us a
little party!
Which one do
you want, Cooch?

Hey, man! I'll
take the blonde!

And my old man
wanted me to be
a Preacher...!

Uh—this is awkward,
fellas! I feel like a
fifth wheel! Why don't
you four kids go and
have your party, and
I'll wait in the car!



JUMPI!

Hey! They're getting away!!



Drop those guns
... and put your
hands behind
your heads!!
Are you all
right, Angles??

Boresly!! Are we glad
to see you! But why did
you wait until we got
all wet before you
collared these punks??

Listen! You may not
think so, but I'm
as human as the next
guy! And I enjoy
seeing you in wet,
clinging clothes!!



Congratulations,
Angles! That was
a job well done!

Why, thank you,
Churlie...!

Due to your outstand-
ing efforts, I am
pleased to report
that there has been
a drastic decline
in the crime rate!!

C'mon, Churlie! I'll
admit we're good...
but we only solve
one case a week! How
could that possibly
affect the crime rate?



Because on the nights you ladies display your talents
on the tube, all the crooks, muggers and degenerates
of this fair land of ours are busy ogling you instead
of being out on the streets... committing mayhem!!



LATE ONE FRIDAY NIGHT ON AN UPTOWN STREET CORNER



**WHERE
ARE SOME
OF THE
WORLD'S
GREAT OIL
DEPOSITS?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

With Mankind facing an energy crisis, the search for oil is becoming more and more important every day. Recent events have made the world acutely aware of some very significant oil deposits. To find out just where these are, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**UNDAUNTED GEOLOGISTS ARE SEARCHING FOR OIL OVER
LAND AND SEA. THEY WILL GO ANYWHERE, FROM SIBERIAN
WASTELANDS TO TROPICAL ISLAND PARADISES,
TANTALIZED BY THE REWARDS THAT GO TO SUCH SEEKERS**

ARTIST & WRITER:
AL JAFFEE

A▶

◀B



SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST: DON MARTIN

WRITER: DON EDWING